HOW DOES ACCORD REDUCE CERTAIN HARMFUL SMOKE COMPOUNDS?

The Accord Puff Activated Lighter™ heats the Accord cigarette to a lower temperature than a lit cigarette. The lower the temperature of the tobacco, the lower the quantities produced of certain harmful compounds.

It is important to understand:

- Accord has **NOT** been proven to be safer
- To reduce the health risks of smoking, the best thing to do is to quit.

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Source: https://www.industrydocuments.ucsf.edu/docs/hjdk0001